

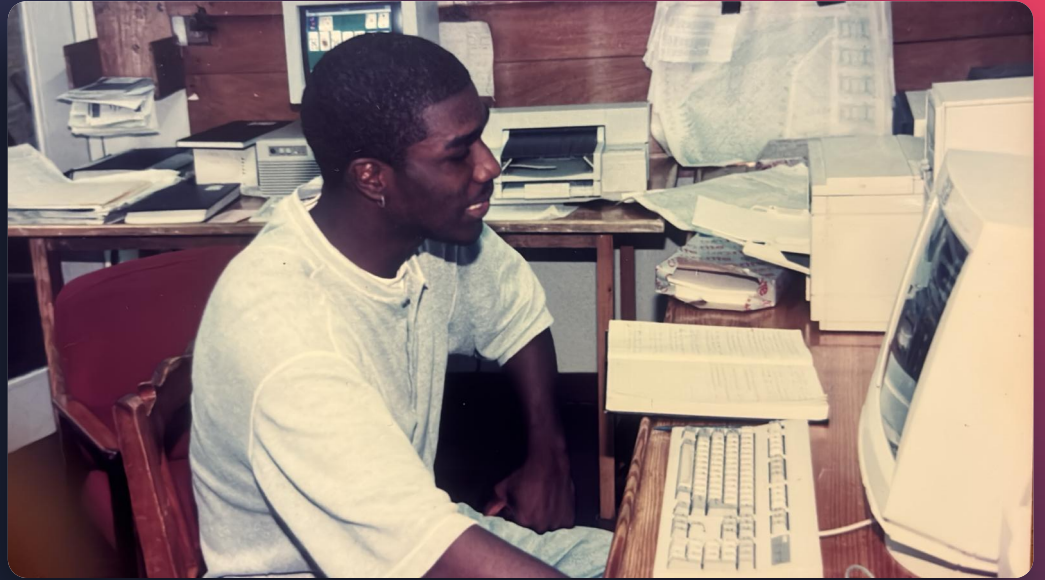
Modernizing Ops



Ewan Auguste

SENIOR MARKETING
EXECUTIVE

Meet the problem solver!



Turning **problem solving** into a career



Navigating operational challenge



No clear marketing tech roadmap

CHALLENGE

Simple or absent marketing infrastructure

IMPACT

Lack of a cohesive strategy for growth and scalability



Lack of metrics / KPIS

CHALLENGE

No way to track or optimize success

IMPACT

Difficulty in measuring performance and ROI



No governance

CHALLENGE

No defined rules or leadership
in decision-making

IMPACT

Inconsistent processes,
lack of oversight



No documentation of process

CHALLENGE

Lack of reference points for team

IMPACT

Operational inefficiencies
and knowledge gaps



Game Plan: Building the Future

01 Gathering insights & analyzing needs

Figure out what can stay and what needs to change

02 Building the plan for change

Determining what technologies and processes to implement

03 Team collaboration

NEVER do Ops in a silo. Involving all team members in decision-making

04 Vendor selection & implementation

Choosing best-in-class vendors and rolling out the plan



01 | Gathering insights

LISTEN

to what's working
and what's not

IDENTIFY

common problems

PRIORITIZE

what activities
to start first

FOCUS

on having impact for
the max number
of constituents



02 | Building the plan for change

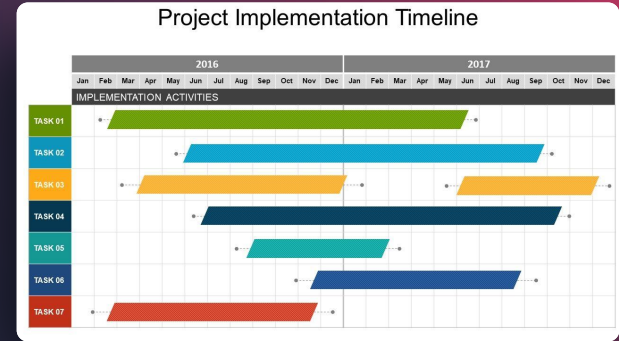
Key stakeholders impacted

- Marketing
- Sales
- IT
- Management
- Product
- Engineering
- CS
- ...



Technology needed

- New Marketing Automation Tools
- Analytics and Reporting Solutions
- Integration Platforms



03 | It takes a village:

**Never do
Ops in a silo**



04 | Picking the dream team

(Vendor selection)

	Vendor A	Vendor B	Vendor C
Functionality & fit for business needs	+	+	+
TCO <ul style="list-style-type: none">• Cost of acquisition• Cost of maintenance• Hidden fees?	+	-	+
Integration capabilities	+	+	-
Security & compliance	+	+	+
Reliability & performance	+	+	-
Vendor reputation & references	-	+	-
Support & service	-	+	+



An ideal marketecture

Front End

1. Brand experience
2. Visitor engagement
3. Data and intent capture

Middle

1. Data automation and enrichment
2. Scoring and routing
3. Response automation and timing

Back End

1. Data health and hygiene
2. Long-term storage and access
3. Forecasting and reporting



Everything's in motion.

**But you're not
done yet!**



Managing change & gaining support



Document for continuity and scalability



Executive and leadership buy-in to drive adoption

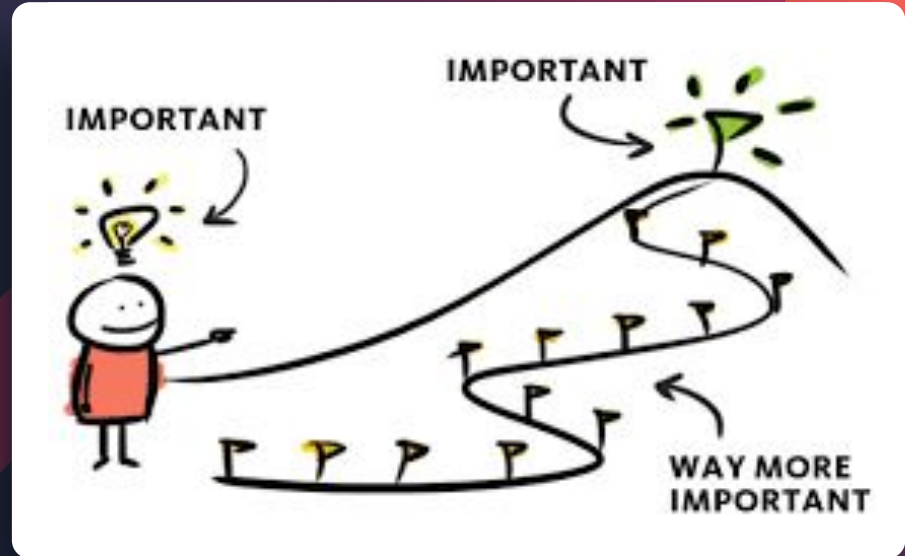


Communicate horizontally
and vertically



Quick wins through gamification

- Pilot/beta programs to showcase immediate impact
- Engaging the team through gamification and enablement
- Demonstrate benefit key stakeholders



Know your impact

- Tracking and measuring results using pre-defined KPI goals
- Tying changes to results and outcomes
- Action without impact is useless — tracking the success

REPORT CARD



30% increase

in meetings booked



Website conversion rate

<1% to 3% (form fill)



2x in incoming

RFP requests





**If you only
learned
three things
from this
session...**

- 1** Have a plan. But expect changes.
- 2** Take action and move quickly.
- 3** Measure! Measure! Measure!

